

IBSP's MBA program

The 6 theme based teaching blocks include modules like; world business trends , disruption and sustainability, digitalisation and its impact on the pharma sector, business strategy, customer journey, sales and marketing, supply chain management, corporate finance, management of business processes, leadership and change management.

Legal and technical processes in companies are also discussed. Moreover, in the modules on personal development, you will gain insight into social and psychological processes that are important for understanding and explaining consumer behaviour.

In addition, attention is also paid to the comparisons of how different countries try to solve their pharmaceutical challenges in different ways.

Description of the six teaching blocks

1st Block Market Assessment

In this first block of the MBA programme you will get a good insight in de trends in the global business environment and more specifically in the pharma part of the health sector. The importance of technology monitoring and analysis i.e. having a good technology watch will become obvious. The scanning of the business environment and the changing market conditions will then be translated in the new customer values and expectations you have to be aware of. We will make client value the crucial component of the business model and provide you with tools to monitor the elements that gauge the dynamics of value creation.

With these market assessment introductions we have the basis for a discussion of the strategies your organisation can choose from. This way we identify customer-centric sustainable improvement strategies.

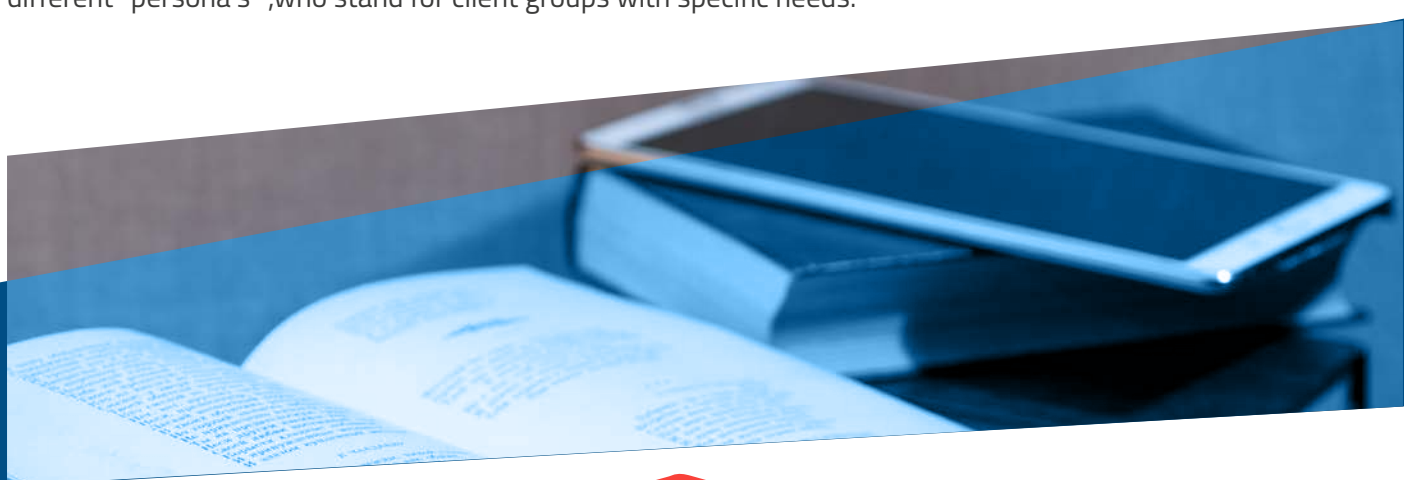
To be able to underpin the choice of your sustainable strategy the relevant quantitative methodologies will be discussed. This way solid analysis, selection and evaluation tools are used.

2nd Block Patient Digitalisation

A substantial part of the answer to new customer needs and an important part of the solution for a better organisation of the internal processes centred around customer satisfaction, can now adays be found in digitalisation. This whole block will provide you with an overview of the different components of digitalisation and the role they might play in your organisation.

As this whole programme starts with the customer, we start by discussing the new marketing approaches digitalisation allows us to use. To go more in detail we will then look at how good web management can improve your interaction with the client to create more customer value.

To improve and increase the efficiency of your internal processes blockchain might play a crucial role. Big data and artificial intelligence to analyse those data offers totally new ways to develop medicines, but also to get better insight in your client needs a adjust your service offering accordingly. It will also allow you to make a profile of different "persona's" ,who stand for client groups with specific needs.



5th Block Healthcare Leadership

This fifth block of your MBA programme starts with two sessions of action learning; a strategic and operational business simulation. In fact a lot of the strategic, marketing, operational and financial concepts which have been dealt with in earlier blocks will be tested in a generic competitive economic reality. You will compete with your fellow participants in four teams and create your own competitive business setting due to the strategic and operational decisions of the four teams.

After these two "hard" business leadership sessions the focus will shift to the, at least as important, "soft" side of leadership. Here issues like future needs (personnel and skills) in accordance with the strategy, managing diversity and talents, working with others, capitalizing on different group perspectives to meet goals in diverse, complex, and global business environments are at stake. How to inspire a shared purpose, sharing the vision, leading with care, engaging the team are all components of the leadership profile that will be discussed.

Being able to read what is happening in an organisation to maximize the value/cost creation in an organisation, while acquiring an integrative management approach is the final topic of this block.

6th Block Change Management

New activities are exciting and challenging and can create value but also entail risk. Analysing the value and the risk and managing it are therefore crucial. One session of this block will be dedicated to that topic.

If one thing is at the core of this MBA programme it is change. We identified strategic challenges for your company, you have to prepare the organisation for change and manage that change process. Understanding the thought processes and the nature of opposition and know the different stages involved in a process of change are a starting point.

A change process mostly also involves a gradual or total change of business culture. Developing a business culture that optimise your business performance is important for the sustainability of your company. But this is a long process, in fact it is the final result of a successful change process. To assure that the new strategy is viable we have to discuss the legal frameworks to ensure an appropriate system of governance which aligns with this strategic vision. Evaluate governance systems based on efficiencies, stakeholder relationships, and the chosen strategic vision of a business.

In this context "ethics" plays a crucial role as well. For instance the many digital opportunities identified in block 2 create ethical questions which have to be addressed, as do some of the operational and leadership issues discussed in block 4 and 5.

The concluding session of this block discusses the dilemma's CEO encounter and how they deal with them.



The Pharmacists Touch

Our broad range of interrelated, state-of-the-art modules provide insight into the kind of coherence that experienced managers share when it comes to management issues. The modules are chiefly practical. Most important assets of our program are the professors and top lecturers we have, all of whom have both extensive practical experience and strong didactic skills. Moreover, the international group of pharmacists with their experience and the pharmacist's network of our International Business School of Pharmacists will drive the specific cases you will have to work on.

Study load

The study entitles you to the title: Executive MBA pharmacy. The total study load of this blended (residential and digital components, and coaching on-line) MBA program over a 20 months period will be 1500 hours consisting of 30 residential days at Castle Wittenburg in Wassenaar, three residential seminars at the University of Europe for Applied Sciences in Germany, 20 webinars, distance tutoring, self-study, paper writing and thesis work.

Assignments

In addition to the various modules, you will also carry out a group management assignments in your first year. In your second year you work on a final project to develop a fully operationalized business plan for a new (disruptive) company, or a new product, or service in the pharmacist's market. You will present and defend the "masterpiece" business plans to an evaluating committee.

Any intellectual property rights developed in the process will remain with you and/or your respective employers, giving you the opportunity to actually start up a new company or new services within your company. As the evaluating committee includes a venture capitalist from an investment bank in addition to our professors, you will automatically have contact with a potential investor for the new business plan you may have developed.



